A Campaign to Build the Reimagined Kaleideum
Let’s Go ALL IN for Kaleideum

Join us in transforming the heart of downtown Winston-Salem into an extraordinary place that brings our community together.
At Kaleideum, we believe that when we engage in experiences in a rich learning environment alongside people who may look different from us or have a diverse perspective, then our learning is deeper, as is the growth in our skills and our capacity to appreciate the viewpoints of others.

The reimagined Kaleideum building is the embodiment of these beliefs and represents a revolutionary revisioning of how we, as a community, can live, learn, and play together.

Each year, Kaleideum welcomes almost 200,000 people from our local community and throughout the region. Around 25,000 students from North Carolina and Virginia visit on field trips, with approximately two-thirds coming from schools participating in the Title 1 program. Additionally, some 13,000 visitors access the Museum’s learning experiences through our many discounted and free admission programs.

With our new location in the heart of Winston-Salem, we will have even greater outreach and impact. We will orient future generations for success through richer experiences, increased access initiatives, and even more fun.

We can’t do this alone. Will you join us? We’re ALL IN!

Elizabeth Dampier
Executive Director
We are literally and figuratively building on the legacy of these storied institutions and all the committed individuals whose foresight, imagination, and commitment have led us to where we are today.

— Shelley Holden, Campaign Chair

Two Institutions Become One

In 1962, four women, on behalf of the Junior League of Winston-Salem, introduced the idea for the Nature Science Center, housed in the barn at Reynolda Estate, that would become a permanent part of the educational and recreational landscape for Winston-Salem. Later, the center moved to Hanes Mill Road and changed its name to SciWorks, expanding exhibits and broadening its science education.

To celebrate its 75th anniversary, the Junior League established The Children’s Museum of Winston-Salem as a gift to the city and opened its doors in 2004. Designed with a literature-based theme, the museum focused on experiential learning and the educational benefits of play through literature, storytelling, and the arts.

The Children’s Museum and SciWorks began talks of collaboration in early 2015, and on July 1, 2016, the two museums officially merged into a single entity committed to reimagining the way we learn and more effectively meeting the needs of our diverse community. In February 2017, the organization announced its new name: Kaleideum, a combination of kaleidoscope and museum.
May 2018  | Forsyth County Commissioners approve funding for a new building for Kaleideum in downtown Winston-Salem.

August 2021  | Groundbreaking is held at the new site for Kaleideum.

Fall 2023  | Expected completion date for Kaleideum.

Kaleideum has been a big part of my childhood. It has always had a positive impact on me and gave me and other kids a safe and enjoyable place to have fun. Because of Kaleideum I’ve created a passion for science and engineering. It opened up new ways for me to think about things.

- Landon Suber, age 14
When you look at other cities that have done something similar to Kaleideum, it has been one of the single most catalytic events in the economic development of their communities. Kaleideum’s new location and building are at the intersection of opportunity and excellence and can do the exact same thing in downtown Winston-Salem.

— Coleman Team, Partner, Front Street Capital

In the City of Arts & Innovation

Kaleideum’s new, highly accessible location on the corner of Third Street and Town Run Lane provides a family destination that links Winston-Salem’s arts and cultural district to the north and the historic civic district to the south. Flanked by two public spaces, Merschel Park and Liberty Plaza, the site serves as a connectivity hub for our community.

At five stories and nearly 70,000 square feet with an expansive rooftop, the building is grounded in the idea of experiencing spaces and places from diverse perspectives. Inspired by the geometric forms and triangulated shapes captured in a kaleidoscope, the new museum is a fusion of art and innovative design.

The reimagined Kaleideum will provide expanded access to all Forsyth County residents while playing a central role in downtown Winston-Salem’s renaissance. As a regional destination for families and lifelong learners, Kaleideum – located in the heart of the city – is at the intersection of live, work, and play.

Kaleideum’s future impact as a Top 30 regional attraction is estimated at 275,000 visitors annually and $10 million in total economic impact for Forsyth County.
Come on

Throughout the new exhibitions, Kaleideum invites the community to take on the role of both artist and scientist to explore the places where STEM, arts, and literacy overlap. Exhibits are hands-on and open-ended so that each visit brings something new to create or discover.

As visitors experience unique spaces, they learn by observing, asking questions, and exploring scenarios. They collaborate with each other at the intersection of disciplines, cultures, and generations. And in doing so, visitors learn from each other. The result is a more equitable, inclusive, and vibrant community that is prepared for the future.

Kaleideum has planned nine exhibitions that allow for multiple types of engagement and appeal to visitors of any age or developmental stage.

- **By Design** (page 11)
- **In Motion** (page 14)
- **Digital Dome** (page 15)
- **Our Nature** (page 18)
- **Storytelling** (page 19)
- **Wonders of Water** (page 20)
- **Try It! Studio** (page 24)
- **Little Learners** (page 25)
- **Rooftop Adventure** (page 26)

*Kaleideum will honor our generous supporters of $15,000 and up with naming opportunities throughout the new building. Donors of $5,000-$14,999 will be recognized in an artistic installation in the lobby, and donors of $250-$4,999 will be listed on our community wall outside the Multipurpose Rooms.

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**Level 1**

1. Main Entrance Vestibule.........................$25,000
2. Main Lobby ................................................ Reserved
3. Main Welcome Desk.............................. Reserved
4. Handwashing Station............................$15,000
5. Group Entrance Vestibule......................$25,000
6. Group Lobby ................................................ $25,000
7. Group Welcome Desk.............................$25,000
8. Community Wall* .....................................$250+
9. Multipurpose Rooms A........................ Reserved
10. Multipurpose Room B.......................... Reserved
11. Gift Shop .................................................... Reserved
12. Gift Recognition Wall* ........................ $5,000+
13. Cafe ........................................................... Reserved
14. Cafe Patio .................................................... Reserved
15. Wellness Room ....................................... Reserved
16. Elevators .................................................... Reserved
17. Main Stairwell ......................................... Reserved
18. By Design
   - Graphic Design: Kaleidoscope ......$25,000
   - Architecture: Keva Nooks ...............$50,000
   - Computer Programming .................$25,000
   - Mural Design .......................................$25,000
   - Body Art .............................................$25,000
   - Pottery ...............................................$25,000
   - Entry Hallway Experience ............... $15,000
   - Furniture Prototyping ..................... $15,000
19. Interactive Lobby Launch ....................$150,000
Multifaceted, open-ended experiences will prompt visitors to test theories, seek answers to questions, think critically, shift perspectives, and explore at their own pace.
Main Lobby

Start your adventure in the bright, colorful Main Lobby with interactive elements that welcome visitors and give children a chance to begin their explorations.
By Design

Construct a building, craft pottery, model furniture, code a light show, or design a tattoo. In By Design, you can dream about how you will leave your mark on our city, county, and beyond.
### Level 2

- **Wellness Room** ........................................... *Reserved*
- **In Motion Exhibit Hall**
  - Circuits .................................................. *Reserved*
  - Roller Coaster Wall .......................... $100,000
  - Spinning Table .................................. $50,000
  - Motion Capture Labs (2) ............... $50,000 ea
  - Racetrack ...................................... $25,000
  - Social Projections* .................. $15,000
  - Track + Scooters* .................... $15,000
- **Kaleideum Classics**
  - Amazing Airways .......................... $50,000
  - Vacuum Air Chair ...................... $25,000
  - Pedal Power .................................. $15,000
  - Gear Wall ....................................... $15,000
- **Feature Exhibit Hall** ...................... *Reserved*
  - Trains + Transportation* .......... $100,000
  - Dinosaurs* ................................ $100,000
  - Science of Sports* ................ $100,000
  - Grocery Store* .......................... $100,000
  - Lights Colors Patterns* ......... $100,000
- **Digital Dome** ................................. *Reserved*
- **Think Tank Side A** ...................... *Reserved*
- **Think Tank Side B** ...................... *Reserved*
- **Classroom Welcome Desk** ........... $15,000
- **Classroom 1** ................................ $25,000
- **Classroom 2** ............................. $25,000
- **Classroom 3** ............................. $25,000

* Indicates rotating exhibitions.

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We want to grow young minds and inspire our children. Having a place that’s safe like Kaleideum allows for children from all parts of the community to learn and grow together.

– Catrina Thompson, Chief of Police for the City of Winston-Salem
Kaleideum’s vision is for a creative, innovative learning ecosystem that equips and empowers us all to make a difference in our ever-changing world.
In the In Motion exhibit hall, you can engineer your ideal roller coaster, capture kinetic movement, build a race car, or ride a bike to generate electricity. Get energized by learning about the physics behind the way things move in In Motion.
Digital Dome

Travel through space, tour the human body, explore Earth’s geography, experience a laser light show, or dive into an immersive movie. In the Digital Dome learning environment, you’ll go places you never imagined and feel like you are actually there!
The success of today’s children, regardless of what they choose to do in life, will be influenced greatly by their proficiency and comfort in STEAM. The earlier our children are exposed to STEAM, the greater their success will be.

— L. David Mounts, Chairman and CEO of Inmar Intelligence
Kaleideum is an integral partner with schools and families in **breaking down silos** in education and **reaching students** who may not have access to a wide array of cultural experiences.
Our Nature

Zoom in on bird feathers or reptile scales, explore topography or the water cycle in an augmented reality sandbox, and pretend you’re a wildlife veterinarian. In Our Nature, you’ll be surrounded by animals and nature as you investigate the constant change and surprising connections among life on Earth.
Create an animation, tell a tale with shadow puppets, invent sound effects, and practice the science of reading with phonetics. Experience the transformative power of Storytelling as you are transported to new worlds and shifting perspectives.
Experience water in all its wonderful forms by controlling a waterfall, sculpting an ice block, and playing with light in a tunnel of fog. In **Wonders of Water**, the water is recycled and treated, so this is one place where it's OK to let the water flow!
Informal educational experiences are instrumental for student success. By providing whole-family engagement in a fun learning environment, we can complement and supplement our educators and schools.

— Don Martin, Vice Chairman, Forsyth County Board of Commissioners
Kaleideum’s mission is to inspire **wonder, curiosity, and lifelong learning** in our children and community through interactive play and discovery.
Try It! Studio

Imagine, try, fail, modify, hack, iterate, collaborate, invent, create, and just have fun! Experience all of this and more in the Try It! Studio, a changing space with activities such as painting, construction, theater, robotics, ceramics, sketching, and so much more!
Little Learners

Toddle into a cozy play-space for babies, crawlers, new walkers, and their caregivers. With a right-sized slide, play mats for tummy time, live fish, and comfy chairs, Little Learners is a relaxing space full of natural light and soft surfaces.
Climb the one-of-a-kind play structures and stand on the top of our city! A bridge makes this expansive experience accessible to all. Use the rooftop track as you take in the city’s skyline. Spin on cocoon swings or fly down a zipline. **Rooftop Adventure** delivers play and rejuvenation for children and adults alike.
Invest in Kaleideum

Give Now. Check. Credit card. Heck, you can even text your contribution. We’re making it as easy as possible to go ALL IN:

- **Checks** can be made to Kaleideum and mailed to 400 W. Hanes Mill Rd, Winston-Salem, NC 27105. Put “All In Campaign” on the memo line.
- **Visit** [http://kaleideum.org/give-now/](http://kaleideum.org/give-now/) (or use the QR code on this page) to make your contribution through our secure giving site.
  You can even make your gift to the annual fund at the same time.
- **Text “ALLIN4KALEIDEUM” to 44321.** It’s never been simpler to make a gift — whether its $5 or $5,000.

Give Later. You can pledge your financial commitment to the All In campaign for Kaleideum over a period of up to five years. And knowing that you can spread your generosity out over time may inspire you to stretch a little further. Complete the enclosed pledge card and let us know your intentions; you can structure your gift in the way that makes the most sense for you.

Give (A Lot) Later. Immediate gifts like those listed above are preferred, because we can expeditiously put them to use shaping Kaleideum and our community. However, you may wish to ensure your legacy by supporting the future of the Museum. Deferring your giving — through a life insurance policy, trust, retirement plan, savings account, CD, annuity, or bequest through your will — may make it possible for you to make a large, meaningful gift that will sustain and advance our work for decades.

Whew, that’s a lot to consider! You may have questions. Please contact Casey Raymer, Vice President of Philanthropy, at (336) 714-7122 or craymer@kaleideum.org. We’d love to talk to you about how you can support us today … tomorrow … and for generations to come.
Go All IN

We’re Counting on You

For years, museums — like Kaleideum — have demonstrated their public value as educational providers and community anchors. Museums drive tourism, create jobs, attract businesses, and serve as a source of immense civic pride.

Recognizing the value Kaleideum brings, Forsyth County committed $30.5 million toward the project, and the City of Winston-Salem contributed $2 million for the accompanying Liberty Plaza renovation.

Generous, committed leadership donors provided strong, early momentum to bring us to this pivotal moment, and we are confident that we will all come together to meet the philanthropic challenge and bring the reimagined Museum to life.

Now, we ask you to help us fill the space with innovative exhibits and pioneering programs that will bring joy and discovery to all Kaleideum visitors.

The All In campaign to support Kaleideum must draw upon the generosity of you and the entire community. Go All In!

Our Goal: $11 Million
### ALL IN CAMPAIGN LEADERSHIP

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Are You **ALL IN?**

Contact Casey Raymer, Vice President of Philanthropy
craymer@kaleideum.org • (336) 714-7122

kaleideum.org/capital-campaign

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